UX Research Plan

Adding a feature

Background
Vivino is an online wine marketplace and app that was founded in Copenhagen, Denmark by Heini Zachariassen and Theis Søndergaard. Despite their lack of expertise in the wine industry, they developed an app that caters to the needs of everyday people. As of 2022, Vivino boasts a wine database that contains over 15.8 million different wines and has amassed almost 61 million users.

Problem
Vivino has established an enormous wine database and attracted a substantial user base with its excellent user-friendly features, but there are still some shortcomings for wine beginners. To expand its users, Vivino recognizes the importance of implementing a feature that will help beginners to learn more about wine and ultimately to become connoisseurs.

Research Goals
- Understand users frustration when selecting a wine
- Learn how people approach when selecting wine
- Learn about competitors strategy on wine sales
- Learn about users experience with vivino
- Understand how people learn about wines
- Understand how people choose a wine to buy

Research Questions
- Who are the target Audiences?
- How do users select wines to buy?
- How do users learn about wine knowledge?
- Are there any apps or features that educate people about wine?
- What is the first approach when it comes to buying a wine

Assumptions

1. Usually, people buy wines with most well known brand
2. People have some basic knowledge but not in details
3. There are so many types of wine that for some people, it is a hit or miss when purchasing a wine.
4. People spend long time when selecting a wine to buy
5. People are hesitant about learning deeply about taste of wines

Secondary Research

<u>Market research:</u>

- Understand how other merchants sells and attract more users
- Understand how users educates them self about wines

<u>Competitive Analysis:</u>

- Analyze about how other merchants promotes to sell wines
- What are some strength and weakness of competitors
- Research if merchants educates users about wine

Primary Research

<u>User Interview:</u>

- Understand people's experience on selecting wines to purchase
- Understand how they gained knowledge to select and purchase wine
- Any other experience about wines

<u>Participants:</u>

- 5-10 participants (10-15 minutes each)
- Has bought wines